

Organ Plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Snow

The One Sure Way to Realize What This February Furniture Sale Means to You Is to See the Goods

There Was a Fine, Big Strong Work Horse Flat on His Back on Broad Street a few days ago, owing to a slippery place from ice or overworn smoothness of the asphalt.

But some horses and some men, both of them too well fed, dance along, too full of their own bigness, carelessly over slippery places.

Both men and horses have ears long enough to heed good advice in these dangerously speculative times that we have to pass through.

This is not just the best time to show off on any kind of skates.

[Signed] *John Wanamaker*

January 28, 1922.

Beautiful Black Handbags

Even though a woman wears black, her garments and accessories may have style without loss of dignity. These mourning handbags exemplify that. They are in duvety, moire and faille silk, beaded fabrics and jet beaded, many with metal frames. Also fine pin seal and the rich, soft, dull black antelope leather. Many shapes and sizes with the majority in the favorite flat effects. Prices, \$5 to \$30.

(Main Floor)

"Fleurette" Suggests the Orient

There is something subtle but very sweet about this one of the newer Claire perfumes from Paris. It has found much favor already with many women. The price is quite moderate as French perfumes go, extract, \$5; toilet water, \$3.50 a bottle, and face powder in natural, white or Rachael, \$1.25 a box.

(Main Floor)

NEW styles of Spanish and smaller combs are in-set with imitation sapphires, emeralds, rubies and topazes, and priced at \$1 to \$21.

(Main Floor)

The Sports Idea Prevails in New Spring Skirts

Notice the many new skirts with fringed hems, the new knitted-wool and brushed-wool skirts in plaids. Or take a lovely rough woven silk sports skirt with a design of golf sticks or the many new white silk or wool skirts which have colored borders. The plain, slightly gathered sports model with "tennis ball" pockets is one of the favorites and it is found in many materials from camel's-hair and flannel to the newest and softest silk weaves, one of the latter being a Canton crepe with a chenille stripe of the same color. Many women, too, will be glad to hear that prices start as low as \$9.75 for all-wool flannel skirts and go up to \$27.50 for the finer novelties.

(First Floor)

More Big Tweed Coats for Young Women—\$30

Young women certainly do like these big, warm topcoats. The herringbone tweed is a good light brown, with plaid backing. The sleeves are silk lined. The raglan shoulders, high-buttoned collar, buckled belt and huge pockets are exactly right for a coat of this kind, designed to be slipped on and off easily, and to defy the coldest and roughest weather.

In sizes 14 to 20. Priced \$30.

(Second Floor)

Finely Tailored White Silk Waists

One is of softest pussy-willow silk, with pleated front. A dainty shell-like trimming of the material edges the Peter Pan collar, cuffs and front pleat. It is \$10.85. Another is of crepe de chine, hand hemstitched, hand embroidered and trimmed with Irish crochet edging. Priced \$13.50. Both are beautifully tailored.

(Third Floor)

The New Strap-Wrist Capeskin Gloves Cost Less

Women will welcome the news, for until now these much-liked gloves of this high quality have been \$1 a pair more. They are the best South African capeskin, soft and flexible for all their sturdiness, and washable. They have strap-wrist tops (6½ inches long), are outseam sewn and come in good shades of brown, tan, heaver and gray.

The new price is \$4 a pair.

(Main Floor)

Women's Finest Calfskin Pumps at \$12

These are from a high-grade shoe factory, and up to now have regularly sold for one-fourth more. They are chestnut tan or dull black calfskin, in a smart perforated model, with one buttoned strap, medium toe and vamp, Cuban heel and extension welted sole.

An altogether smart shoe for woolen hose or spat wear.

(First Floor)

The Infants' Store Is Famous for Its Hand-Made Dresses

New ones have just come, as dainty as the babies of six months to two years for whom they are intended. In spite of the fine materials and fine hand sewing they are only \$1.75 to \$5.50.

New machine-made dresses, too, at \$1 to \$3.50.

(Third Floor)

Silk Stocking Specials

Women's full-fashioned all-silk stockings in many of the newest shoe shades and in chiffon and medium-weight silks. Some "seconds" among the heavier weights, but at \$1.75 a pair they are half price. Women's full-fashioned silk stockings in black only, with reinforced garter tops of cotton, \$1.25. "Seconds" or they would be double this price.

(First Floor)

Nothing Does Take the Place of Sterling Silver

That is one of the principal reasons why so many people choose it for a wedding gift. It may be only one piece of a good pattern or it may be a dozen or even half a dozen pieces of small silver, but at all events it is the starting point of what may be a very fine collection of family silver in the future. The main point is to select a desirable pattern in the beginning and one in which the various pieces may be added from time to time. We suggest:

Heppelwhite, plain	Dorothy Quincey
Heppelwhite, engraved	Newport
Clovelly	Washington
Lady Mary	Mary Chilton

(Main Floor)

White Dresses for February Graduates

These are not just ordinary white dresses, but especially charming and girlish models, chosen with the needs of next month's graduates in mind. They are fashioned of Georgette crepe, Canton crepe, crepe de chine, fine voile and dotted swiss. The sizes are 14 to 20, and the prices \$20 to \$48.

(Second Floor)



The Newest Beaded Evening Gowns

are nearly all made of imported beaded robes, so that they are really amazing for the money they cost—\$95 to \$127.50. Nothing simpler or lovelier in color and ornamentation can be imagined. Some of them are all black, one black model with its gray beads reminds one of frost work; gowns of rust, sapphire, green and orchid shades are beaded in self color, or occasionally in crystal. One model lacks even the narrow girdle of crystal bugles and is slightly shaped at the sides; practically all of them are straight. Some of these gowns are designed for dinner and semi-evening wear.

(First Floor)

The Women's Custom Tailoring Bureau

will continue for the remaining two days of this month to take orders for cloth dresses with long cape to match, made to measure, at a special January price of \$60. Tweed and homespun suits ordered this month will also be tailored to measure for \$60. Dresses of various materials are at all times made to measure at very reasonable prices; and nurses' uniforms and capes.

(Second Floor)

New French Veilings at \$1 and \$1.50 a Yard

They are really "specials" and very pretty they are in different fancy-woven dot effects which are exceedingly popular to most women.

In brown, navy, taupe or black.

(Main Floor)

Bandeaux and Brassieres

Bandeaux are of broche at 45c; of pink satin at 60c and \$1.25; of a pink checked material at 80c. Finer broche bandeaux are \$1 and \$1.50. Brassieres of lace are \$1.50; others with lace trimming, \$1.25. Others which give the flat front are 85c, \$1, \$1.50 and \$2.

(Third Floor)

THE novel "above and below" garters may be had in the French Room for \$5.25 a pair; and will be made to order in any color scheme desired.

(Third Floor)

Initialed Handkerchiefs

Men's and women's, of fine Irish linen, each with a single hand-embroidered block letter. The women's have tape borders and are \$5.50 a dozen or 50c each; the men's have narrow borders and are 75c each or \$8.25 a dozen.

(Main Floor)

Certain Silk Garments Yet Remain in the White Sale

And with silk prices soaring, it is not likely their equals will be had again soon at these prices. Three attractive models, with the finest of hemstitching for ornamentation. Neckpieces of heavy pink crepe de chine at \$5. One lace trimmed, the other ornamented only with hemstitching and two-toned ribbon. Both have kimono sleeves. Chemises of heavy radium silk at \$5.50. Flesh, blue or orchid, beautifully made and finished with two-toned satin ribbon.

(Third Floor)

Re-covering Umbrellas

As long as January lasts we will take orders for the re-covering of men's, women's and children's umbrellas; the work is usually done in about a week. The prices are as follows—For black cotton covers, 90c. Cotton-and-silk (union taffeta), \$2.25. Satin gloria, \$3.50. All-silk—various colors, \$3.50.

(Main Floor)

THIS February Furniture Sale is a surprise even to those who thought they knew how great a Wanamaker Furniture Sale can be.

In a general way, you may know—almost everybody does—that it is the one great, original, unduplicated sale, but you cannot know how unequalled and distinctive it really is, how different it is from all others, how far it surpasses anything else supposed to be like it, unless you come in and see the stocks from which it derives all its individualness, all its strength and supremacy.

How true this statement is, people who were here today can best appreciate.

They came here confident of finding a sale great and interesting beyond comparison, but it was only when they saw the goods that they realized how wonderful and incomparable it all is.

Seeing Is Believing

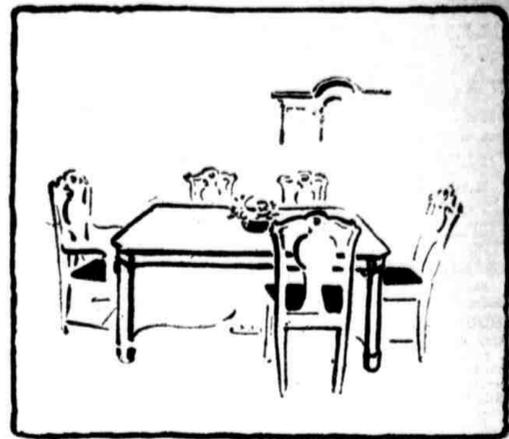
There is only one way whereby you can realize the magnitude, the diversity, the beauty, the serviceableness of this sale—that is to see the furniture.

We might write 15,000 to 20,000 words telling you what a marvelous stock of furniture this is, how captivating in interest, how desirable in character, how truly modeled and lastingly made, but nothing that we might say could carry such force, nothing could speak with the same convincing effect as the 15,000 to 20,000 pieces of furniture here on these floors.

There is a great deal in that statement when you think it over.

It goes to show that the strength of this sale is where it should be—not in words, but in woods and workmanship.

(Fifth, Sixth and Seventh Floors)



Our Entire Stock of Furniture Is Offered in This Sale at Savings of 10 to 50 Per Cent

ALL OUR OVERSTUFFED FURNITURE IS STUFFED WITH CURLED HAIR, NO MOSS OR TOW BEING USED IN IT.

This is the first sale which we have ever known in which all overstuffed pieces were stuffed with hair.

There is a vast difference between Wanamaker overstuffed furniture filled with curled hair and the moss and tow-filled kind sold in other places, although there may be no difference in the prices of both.

Furniture for Every Need

There is no home, or apartment of any standing for which this sale does not provide the largest choice of the best and most desirable furniture at the lowest prices, all things considered.

In the light of that statement you can form an idea of what such a sale must mean to you and we can depend on our furniture to do the rest if you come in and see it.

Monday, next, will be the second day of inspection and advance selection, and of opportunities such as only a Wanamaker Sale can bring.

New Rugs With the Furniture

Here are some good rugs that have been lowered in price: 9x12 ft. Wilton rugs, \$65, \$78.50 and \$95. 9x12 ft. Axminster rugs, \$35.

(Seventh Floor)

A New Lot of All-Wool Steamer Rugs

Made in America, but in design and coloring they remind one of the better grade of imported rugs. Plaid on one side and plain on the other and the plaids are really beautiful. Better woven, too, than rugs at such low prices usually are.

\$10 and \$12.

(Main Floor)

Thermometers

A thermometer outside the window will tell you how to dress for each changeable day. Inside the house every room should have one, at least in families where there are invalids or children. Prices are 60c to \$5. Their first cousins, barometers, are equally useful, and may be had for \$12 to \$50.

(Main Gallery)

A Little Trunk of Camee Chocolates

Quaintly decorated with old-fashioned figures and a charming design of pink roses and tied with bright red ribbon. Best of all are the contents—the delicious Camee chocolates.

This is the newest Camee fancy and it makes a delightful gift for any friend and particularly one starting on a trip. It is \$2.50 complete.

(Down Stairs Store)

New Fiction

"The Everlasting Whisper," by Jackson Gregory, \$1.75. A romance with a background of the High Sierras. "Maria Chappelaine," by Louis Hemon, \$2. A Canadian pioneer story written by a Frenchman seeking his fortune in the wild back country of Quebec.

(Main Floor)

Red Cedar Chests at \$18.50

A small collection left at this price. Genuine Tennessee red cedar chests, 43 inches long, admirable for storing clothing. Special at \$18.50.

(Fourth Floor)

Two Distinctive Styles in Men's High Shoes

One is in tan and the other black and both are fine Scotch-grain calfskin. Straight lace models with perforated toe caps, perforated vamp seams and soles stitched aloft. Young men will like them a lot. \$13.50 a pair.

(Main Floor)

Dress Trimming Remnants

offer themselves at very little prices, until the odd lengths, ornaments, tassels, fringes and so on have been cleared away.

(Main Floor)

Advance Choosing Also in the February Sale of Mattresses and Bedding

In this half-yearly sale we are offering our entire stock of mattresses, pillows, bolsters and bedspreads at 10 to 35 per cent less than our latest regular prices.

As in the furniture sale, advance selections may be made on Monday and Tuesday next, all sales to date from Wednesday, February 1.

This is not to inform you, but to remind you that Wanamaker bedding is of the finest grade obtainable.

(Sixth Floor)

Do your glasses need changing? If yes, please remember that oculists' prescriptions are carefully filled in our Optical Goods Store.

(Main Gallery)

The February Sale of Office Furniture

takes in our entire stock of these goods at reductions of 10 to 33 1-3 per cent.

This is one of the two great opportunities of the year in office furniture. Assortments are remarkably good, especially in desks and chairs of all standard makes.

All selections made on Monday and Tuesday next will be dated from Wednesday, February 1.

(Third Floor)